

I Claim:

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1. A system for measuring effectiveness of an advertisement viewed by a user, the system comprising:
 - a code associated with the advertisement received from an advertiser;
 - a server capable of identifying when the advertisement is viewed by the user wherein the code sends a signal to the server indicative of viewing of the advertisement; and
 - a computer on which the advertisement is viewed by the user wherein the computer has a file on which an indicator is generated, the indicator providing information associated with the advertisement.
2. The system of Claim 1 wherein the information includes time at which the user viewed the advertisement.
3. The system of Claim 1 further comprising:
 - an advertising server capable of delivering the advertisement to the computer of the user.
4. The system of Claim 1 further comprising:
 - a plurality of advertising servers capable of delivering an advertisement to the computer of the user wherein each of the advertisements includes a code associated with the advertisement and further wherein the server is capable of identifying when the advertisement is viewed by the user.
5. The system of Claim 1 wherein the server generates a survey that may be accessed by the user.
6. The system of Claim 5 wherein the survey is dynamically generated based on advertisements to which the user has been exposed.
7. The system of Claim 6 wherein the survey obtains demographic information of the user.
8. The system of Claim 1 wherein the server includes

SUBA2

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a plurality of categories in which the advertiser may be classified.

9. The system of Claim 1 wherein the server generates a survey that may be accessed by the user wherein results of a plurality of surveys answered by a plurality of users assist in computing the effectiveness of the advertisement.

10. The system of Claim 1 wherein the server receives questions generated by the advertiser.

11. The system of Claim 1 wherein the server receives questions and selected demographic information generated by the advertiser.

12. The system of Claim 1 wherein the advertiser may access research results.

13. A method for measuring effectiveness of an advertisement from an advertiser and viewed by a user, the method comprising the steps of:

providing the advertisement viewable through an on-line network accessible by a computer of the user;

attaching a code to the advertisement;

identifying when the advertisement has been viewed by the user; and

storing information in the computer of the user wherein the information relates to viewing of the advertisement.

14. The method of Claim 13 further comprising the step of:

generating a survey accessible by the computer of the user.

15. The method of Claim 13 further comprising the step of:

dynamically generating a survey to the computer of the user based on advertisements to which the user has

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been exposed.

16. The method of Claim 13 further comprising the step of:

generating survey questions based on information received from the advertisers.

17. The method of Claim 13 further comprising the step of:

computing effectiveness of the advertisement based on survey results obtained from users exposed to the advertisement and from users not exposed to the advertisement.

18. A system for identifying when an advertisement viewable through an on-line network by a computer of the user has been viewed by the user, the system comprising:

a code attached to the advertisement capable of generating a signal when the advertisement is viewed on the computer by the user wherein the code provides information relating to the viewing of the advertisement; and

a server receiving the signal from the computer of the user.

19. The system of Claim 18 wherein the server generates a signal in response to the signal wherein the signal includes information related to the viewing of the advertisement and is stored on the computer of the user.

20. The system of Claim 19 wherein the information includes time at which the advertisement was viewed by the user

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